

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision 484929 /		Alt Order # 06226694
Product DEAN HELLER 4 SENATE		
Contract Dates 10/03/12 - 10/09/12		Estimate #
Advertiser Dean Heller For Senate		Original Date / Revision 10/02/12 / 10/03/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 15	KVVU	10/03/12	10/05/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	Cops/Dog The Bounty Hunter	1-2pm	---WThF----	:30		\$100.00	NM		
		See MG 15.5										
	2	KVVU	10/01/12-10/07/12	Cold Case Files	1-2pm	---WThF----	:30		\$100.00	NM		
		See MG 15.4										
	4	KVVU	10/04/12-10/05/12	Cops/Dog The Bounty Hunter	1-2pm	----ThF----	:30		\$100.00	NM		
	Ⓜ	MG for 15.2 10/03										
	5	KVVU	10/04/12-10/04/12	Cops/Dog The Bounty Hunter	1-2pm	----Th-----	:30		\$100.00	NM		
	Ⓜ	MG for 15.1 10/04										
N 16	KVVU	10/08/12	10/09/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$100.00			
E 21	KVVU	10/03/12	10/05/12	The Dr.Oz Show	4-5p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$175.00	NM		
		See MG 27.4										
	2	KVVU	10/01/12-10/07/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$175.00	NM		
		See MG 27.4										
N 27	KVVU	10/03/12	10/05/12	MORE Access	630-7pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	MORE Access	630-7pm	---WThF----	:30		\$200.00	NM		
		See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9										
	2	KVVU	10/01/12-10/07/12	MORE Access	630-7pm	---WThF----	:30		\$200.00	NM		
		See MG 31.4										
	3	KVVU	10/01/12-10/07/12	MORE Access	630-7pm	---WThF----	:30		\$200.00	NM		
		See MG 27.4										
	4	KVVU	10/04/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	----ThF----	:30		\$550.00	NM		
	Ⓜ	MG for 21.1,21.2,27.3										

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
484929 /	06226694

Contract Dates	Product	Estimate #
10/03/12 - 10/09/12	DEAN HELLER 4 SENA	

Advertiser	Original Date / Revision
Dean Heller For Senate	10/02/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 29	KVVU	10/03/12	10/05/12	Extra	M-F 7-730p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	Extra	M-F 7-730p	---WThF----	:30		\$300.00	NM		
			See MG 31.4									
	2	KVVU	10/01/12-10/07/12	Extra	M-F 7-730p	---WThF----	:30		\$300.00	NM		
			See MG 31.4									
	3	KVVU	10/01/12-10/07/12	Extra	M-F 7-730p	---WThF----	:30		\$300.00	NM		
			See MG 31.4									
N 31	KVVU	10/03/12	10/05/12	TMZ	730-8p		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	TMZ	730-8p	---WThF----	:30		\$500.00	NM		
			See MG 40.3, 40.4, 40.5, 40.6, 40.7, 40.8, 40.9									
	2	KVVU	10/01/12-10/07/12	TMZ	730-8p	---WThF----	:30		\$500.00	NM		
			See MG 31.4									
	3	KVVU	10/01/12-10/07/12	TMZ	730-8p	---WThF----	:30		\$500.00	NM		
			See MG 31.4									
	4	KVVU	10/05/12-10/05/12	Fox 5 News M-F 10p-11p	10p-11p	-----F----	:30		\$2,100.00	NM		
	Ⓜ MG for 29.1, 29.2, 29.3, 27.2, 31.2, 31.3											
Totals											101	\$51,275.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	101	\$51,275.00	\$43,583.75
Totals	101	\$51,275.00	\$43,583.75

Signature: _____ **Date:** _____

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Contract / Revision 484929 /		Alt Order # 06226694
Product DEAN HELLER 4 SENATE		
Contract Dates 10/03/12 - 10/09/12	Estimate #	
Advertiser Dean Heller For Senate		Original Date / Revision 09/26/12 / 09/26/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 27	KVVU	10/03/12	10/05/12	MORE Access	630-7pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/01/12	10/07/12	--WTF--	3			\$200.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	MORE Access	630-7pm	---WTF----	:30		\$200.00	NM		
		See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9										
N 31	KVVU	10/03/12	10/05/12	TMZ	730-8p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/01/12	10/07/12	--WTF--	3			\$500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	TMZ	730-8p	---WTF----	:30		\$500.00	NM		
		See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9										
N 40	KVVU	10/07/12	10/07/12	NFL Late Game	NFL Late Game		:30			NM	7	\$11,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/01/12	10/07/12	-----2	2			\$5,500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	NFL Late Game	NFL Late Game	-----Su	:30		\$5,500.00	NM		
		See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9										
	2	KVVU	10/01/12-10/07/12	NFL Late Game	NFL Late Game	-----Su	:30		\$5,500.00	NM		
		See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9										
	3	KVVU	10/03/12-10/03/12	Special Early News	Special Early News	---W-----	:30		\$900.00	NM		
	④	MG for 31.1,27.1,40.2,40.1										
	4	KVVU	10/06/12-10/06/12	NCAA Football Early Game	NCAA Football Ea	-----Sa--	:30		\$2,150.00	NM		
	⑤	MG for 31.1,27.1,40.2,40.1										
	5	KVVU	10/06/12-10/06/12	Special Early News	Special Early News	-----Sa--	:30		\$1,200.00	NM		
	⑥	MG for 31.1,27.1,40.2,40.1										
	6	KVVU	10/03/12-10/03/12	TMZ	M-Sa 8-10p/Su 7-1	---W-----	:30		\$825.00	NM		
	⑦	MG for 31.1,27.1,40.2,40.1										
	7	KVVU	10/05/12-10/05/12	X Factor	Fri 8p-9p	-----F----	:30		\$2,000.00	NM		
	⑧	MG for 31.1,27.1,40.2,40.1										
	8	KVVU	10/05/12-10/05/12	Fringe	Fri 9p-10p	-----F----	:30		\$2,475.00	NM		
	⑨	MG for 31.1,27.1,40.2,40.1										
	9	KVVU	10/06/12-10/06/12	NCAA Football Early Game	NCAA Football Ea	-----Sa--	:30		\$2,150.00	NM		
	⑩	MG for 31.1,27.1,40.2,40.1										
Totals											108	\$51,275.00

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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
484929 /	06226694

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/03/12 - 10/09/12	DEAN HELLER 4 SENA	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Dean Heller For Senate	09/26/12 / 09/26/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	108	\$51,275.00	\$43,583.75
Totals	108	\$51,275.00	\$43,583.75

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT3/12 12.44
ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
CHANGES

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	NEIL WILLIAMS	
SALES PRSN	PH- TERESA DIFURIA	

ORDER # _____ CONTRACT # 62226694

CLASS:	NATL.	LOCAL	REGIONAL
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PRDCT	<u>DEAN HELLER 4 SENATE</u>	EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE DUE 12-31-2000

REP: TO ROSE
FR NIKKI
OK'D M5 SEE LINE 52
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	:	:	:	:	:	:
27	S		600P-700P	30		\$200.00	10/3	10/5	0		W-F	0
PROGRAM : MORE												
CON COM1: MAX 1X DAY												
52	A		1000P-1100P	30		\$2,100.00	10/5	10/5	1		FRI	1
PROGRAM : NEWS												
ORD COM1: SPOTS N/A DUE TO RATE. MG OFFER 10P NEWS. NOT PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-27 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-29 FOR 3 SPOTS/WK												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-31 FOR 2 SPOTS/WK												
29	S		700P-730P	30		\$300.00	10/3	10/5	0		W-F	0
PROGRAM : EXTRA												
CON COM1: MAX 1X DAY												

REP HEADLINE# 6226694 TRF# 484929 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT3/12 12.44
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
 CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

31	S		730P-800P	30		\$500.00	10/3	10/5	0		W-F	0
PROGRAM : TMZ CON COM1: MAX 1X DAY STATION MAKEGOOD OFFERS: M5 OK'D BUY#27 MISSED:W-F/600P-700P OCT3 30S \$200.00 (OCT3/12) BUY#29 W-F/700P-730P OCT3(3/WK) 30S \$300.00 BUY#31 W-F/730P-800P OCT3(2/WK) 30S \$500.00 OFFER:FRI/1000P-1100P OCT5 30S \$2,100.00 PLS ADVISE. CMT:SPOTS N/A DUE TO RATE. MG OFFER 10P NEWS. NOT PRE-BOOKED PLS APPROVE.												
OCT/12			51275.00									
CONTRACT TOTAL											51275.00	
TOTAL SPOTS											101	

MARKET TOTALS \$256,375 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP26/12 10.51
ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVH-TV ***
*****CHANGES*****

REP. # _____ OFF. # 762 SALESMAN # _____

BUYER NAME NEIL WILLIAMS

SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

CLASS:	NATL.	LOCAL	REGIONAL
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_____ (CCE)

FLIGHT DATES	OCT3/12	OCT9/12	WK-1
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

REP: TO ROSE

OK'D M1 SEE LINES 43-48
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	S		600P-700P	30		\$200.00	10/3	10/5	2		W-F	2
PROGRAM : MORE												
CON COM1 : MAX 1X DAY												
43	A		730P-800P	30		\$900.00	10/3	10/3	1		WED	1
PROGRAM : NEWS AFTER DEBATE												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS ADVISE.												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-27 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-31 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT7 ON LINE-40 FOR 2 SPOTS/WK												
44	A		1130A-400P	30		\$2,150.00	10/6	10/6	2		SAT	2
PROGRAM : COLLEGE FOOTBALL												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS ADVISE.												
PART OF A MAKEGOOD MADE UP OF LINES 43-48												

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP26/12 10.51
***** KRYST-MY *****
+*****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
45	A		730P-800P	30		\$1,200.00	10/6	10/6	1		SAT	1
PROGRAM : NEWS AFTER FOOTBALL												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS ADVISE.												
PART OF A MAKEGOOD MADE UP OF LINES 43-48												
46	A		930P-1000P	30		\$825.00	10/3	10/3	1		WED	1
PROGRAM : TMZ												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS ADVISE.												
PART OF A MAKEGOOD MADE UP OF LINES 43-48												
47	A		800P-900P	30		\$2,000.00	10/5	10/5	1		FRI	1
PROGRAM : X FACTOR												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS ADVISE.												
PART OF A MAKEGOOD MADE UP OF LINES 43-48												
48	A		900P-1000P	30		\$2,475.00	10/5	10/5	1		FRI	1
PROGRAM : FRINGE												
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS ADVISE.												
PART OF A MAKEGOOD MADE UP OF LINES 43-48												
31	S		730P-800P	30		\$500.00	10/3	10/5	2		W-F	2
PROGRAM : TMZ												
CON COM1 : MAX 1X DAY												
40	S		100P-400P	30		\$5,500.00	10/7	10/7	0		SUN	0
PROGRAM : NFL												
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#27									
			BUY#31									
			BUY#40									
MISSED: W-F/600P-700P (SEP26/12)												
W-F/730P-800P												
SUN/100P-400P												
OFFER: WED/730P-800P												
& SAT/1130A-400P												
& SAT/730P-800P												
& WED/930P-1000P												
& FRI/800P-900P												
& FRI/900P-1000P												
CMT: SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS ADVISE.												
OCT3 30S \$200.00												
OCT3 30S \$500.00												
OCT7 (2/WK) 30S \$5,500.00												
OCT3 30S \$900.00												
OCT6 (2/WK) 30S \$2,150.00												
OCT6 30S \$1,200.00												
OCT6 30S \$825.00												
OCT5 30S \$2,000.00												
OCT5 30S \$2,475.00												
PLS ADVISE.												

REP HEADLINE# 6226694 TRF# 484929
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP26/12 10.51
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

OCT/12			51275.00									
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CONTRACT TOTAL 51275.00
TOTAL SPOTS 108

MARKET TOTALS \$256,375 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE